

**Main Street Minutes**  
**July 24, 2018**  
**8:00 – 9:00 a.m.**

**Members Present:**      Cam Williams      Jolene Dingler      Patsy Gullett  
                                 Vicki Turner      Mike Hofrichter      Abby Bradley  
                                 Glenn Gresham

**Members Absent:**      Cathy Cochran      Len Gough

**Ex-Officio Members Present:**      Brian Wismer

**Staff Present:**      Joyce Waits      Julie Herbert

**Guest:**      Nita McFarlin, Maddison McCullough  
                         Kim Schones – Interim President for the Fayette County Chamber of Commerce

**Call To Order:**

Williams called the July 24, 2018 meeting to order.

**Minutes:**

Wismer noticed an error in the June 19 minutes “Gough referenced the Georgia Downtown Association”. Verbiage should read “Department of Community Affairs”.  
Motion by Turner and seconded by Gullett to approve the June 19, 2018 meeting minutes with amendment as noted by Wismer. Motion carried unanimously.

Gresham arrived.

### **DCA Monthly Report:**

Wisner gave the DCA monthly report for the month of June. Wisner stated the following:

- A photo shoot for future downtown marketing was completed on June 25; paid models and volunteers were used. Wisner stated that it took about 6 hours to complete. Malt Maker Media is still working on reviewing all the photos and uploading to the database.
- The City is working with “The Citizen” to produce a Fayetteville magazine. The City has budgeted for the first issue and the magazine will focus on Downtown Fayetteville. After the first issue, the City will decide if this is something to continue. The second magazine is tentatively scheduled for late Spring 2019. The magazine is planned for twice a year and will feature businesses and residents. The first issue is scheduled for the last week in September or the first week in October. Wisner stated that the initial meeting with representatives from “The Citizen” went very well; they are good writers and very organized
- Wisner stated that since the last meeting in June, there have been 3 concerts, and the “Lunch on the Lawn” event. Wisner stated that the Zac Brown concert is scheduled for October 13 and ticket pre-sales will start the week of July 30. Wisner stated that he is waiting to receive details from Camp Southern Ground so that he can place this information on the Southern Ground website.

### **Fayette County Chamber of Commerce:**

Schones stated that the following:

- The Fayette Chamber won awards for its video with Malt Maker Media for the publication, “The Source”. Both were awarded by the American Association of Chamber of Commerce Executives (ACCE) which is the Chambers national organization.
- A new “Bed and Breakfast” – Pleasanton Courtyard Bed and Breakfast located at 1099 Sandy Creek Road in unincorporated Fayette County.
- Line Creek Brewery located in Peachtree City is officially open. To celebrate their opening, the Chamber recently hosted a Chamber Night in conjunction with their July YP Fayette event.
- The Board of Directors are continuing their search for the new President and CEO of the Chamber. Schones stated that the search is going well. The position opening was placed on the Chamber website in May and June. They are still recruiting and getting some really good responses. Interviews will begin in August with a start date for the new President and CEO in October.

## **City Report:**

Wisner stated that the following:

- Mayor and Council will adopt the 2019 fiscal year budget at the next meeting. Engineering consultants have been approved to start working on the City's "Master Trail" plan.
  - The plan will consider the following three points as anchors to connect:
    - Downtown Fayetteville
    - Pinewood
    - The Pavilion

Turner asked Wisner if he had any information on the "Brunch Bill". Wisner stated that the Mayor and Council recently voted to approve so that it can go on the ballot in November.

## **Promotions:**

Waits stated that the Promotions Committee will meet later in the month and will discuss the following:

- Update on the new "Tri-Fold Calendar of Events"
  - Need volunteers to deliver the Calendar of Events to Downtown Businesses, as well as other businesses in the Main Street district.
- Postcards – Turner and Gullett have submitted color drawings
- Remaining events – volunteers, etc.
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## **Old Business:**

Main Street Website Content

Wisner stated that the website needs more relevant information, and if anyone has any ideas to please send to Waits. Wisner stated that it would be a good idea to ask the businesses to provide information about their business so it can be added to the website.

The Board directed Wisner to ask Malt Maker about SEO for downtown businesses so that they show up in a downtown Fayetteville Google search.

Wisner presented to the Board an ad that was designed by Malt Maker Media and will go into "The Source" magazine. Wisner also presented pictures that were taken at the Downtown photo shoot and stated that the pictures will be used on the Main Street website and future marketing.

Gullett asked if there will be an additional page on the MS website that will show the City's history. Wisner stated that it will be developed.

Bradley stated that since the Main Street logo has been approved, she will start working on getting the new Downtown signs ready that will include the new logo.

Hofrichter stated that a brewing company just purchased a home on Lee Street that is located across the street from City Hall. Wismer stated that they applied for rezoning, then recommendation for approval. They received design assistance from the DCA Downtown Design Studio. Wismer invited the board to attend the next Planning and Zoning or Council meeting as this item will be discussed.

**New Business:**

Wismer introduced Nita McFarlin and stated that McFarlin will be presenting to the Board a sketch of the new 2018 ornament. McFarlin started by saying that she was so excited to have the opportunity to create a new ornament. McFarlin stated that history is important, and that there are so many people that still do not know much about the history of Fayetteville or the County. McFarlin stated that she grew up in Fayetteville and her town is very important to her.

The Board reviewed the two samples that McFarlin sketched. The Board decided to go with the ornament that had the State of Georgia on the ornament; the board agreed to remove the holly and ribbon and replace it with a magnolia and leaves so that it could be more versatile throughout the year. McFarlin stated that she would make the changes and send to Wismer and Waits for approval.

Turner left the meeting.

**Adjourn:**

Motion by Hofrichter and seconded by Gresham to adjourn the meeting. Motion carried unanimously.

Respectively submitted,

Joyce Waits